The Battle of the Neighborhoods
Mong Kok, Hong Kong

Introduction

This is part of the capstone project for the IBM Data Science professional program on Coursera. The report will analysis and visualize the data to find whether which venues should be recommended to the tourists according to their categories and popularity from public.

Mong Kok is a busy district located in Kowloon, Hong Kong. It is an area stacked with entertainment, food and beverages, local markets and big shopping malls. It is also well-known to be one of the best spots for tourists because of the neon light billboards. It was been described as the busiest district in the world by the Guinness World Records which has an extremely high density of population density of 130000/km2.

Business Problem

It is always great to start a business in Mong Kok as the population density is very high and traffic is very busy and you do not have to worry about no customers nearby. However, due to the extremely high rental payment in Hong Kong, especially in busy area like Mong Kok, it needs to be decided seriously and scientifically with analysis of data science.

The target audience of this research would be stakeholders who would like to invest in the Mong Kok district, the stakeholders who would like to know more about this district with business insights and the people who need information to make business decisions.